

III. PLAN DEVELOPMENT PROCESS THROUGH PUBLIC INVOLVEMENT

Public Involvement.

The Parks and Recreation Committee includes a total of nine members, of which six regular members and one ex-officio member have been very active. The Committee held a meeting for the general public on July 9, 2002 at which there were 12 citizens in addition to the Committee. The purpose of this meeting was to inform the citizens about the Parks and Recreation Committee, the Parks Master Plan process and the Parks & Recreation Survey as well as to seek input and answer questions.

On July 11, 2002 the Committee met with representatives of special user groups, including the Swim Team, Women's Club, Garden Club, Scouts and the Mother's group. In addition to the Committee and Consultants, 10 citizens who were familiar with the needs of these groups attended this meeting. The purpose of this meeting was to inform the citizens about the Parks and Recreation Committee, the Parks Master Plan process and to seek input from groups that might use the recreation facilities. A PowerPoint presentation was shown to those present to explain the task of the Committee.

On July 16, 2002, the same PowerPoint presentation was shown to the Council explaining the process. Later that week, more than 1,100 survey questionnaires were mailed to residents of Hollywood Park. By Friday, July 26, 203 questionnaires had been returned to City Hall, approximately 18% of those mailed. The responses were tabulated and comments were recorded. The 540 persons in households responding represent approximately 18% of the 2001 population. All age groups were fairly well represented except the 25-34 age group and the Over 65 age groups, which were under-represented. Age groups between 35 and 64 were well represented, as well as children and youth. Results of the survey were tabulated and written comments were taken directly from the questionnaires and categorized for review. Some of the comments were repeated because they covered more than one category. A later pickup of returned questionnaires yielded another 38 responses. The written comments from these surveys were also taken directly and categorized similar to the original responses. The total of 241 responses represented almost 22% of the households in Hollywood Park.

The Committee concluded that these results, as well as comments from residents attending Committee meetings, would be used in the needs analysis for the Plan.

Identifying Needs

Park and recreation needs were identified from meetings with facility user groups within the community, from results of the survey, and from analysis by the Parks and Recreation Committee of the existing facilities and their condition.

Meetings with Community Groups.

The Swim Team representative informed the Committee that there are 114 members of the Swim Team, 75% of which are Hollywood Park residents. The Team practices each May, competes with other Teams in the area in June and has awards presentations in July. The program takes a total of 6 weeks. Usually there are 2 or 3 meets hosted by the Hollywood Park team. Needs expressed by the Swim Team include the following

- Some of the pool finish is flaking off and needs to be repaired.
- Restrooms are not large enough and are in poor condition.
- Grass surrounding the pool, pavilion and picnic area has grass burrs – good grass is needed.
- More and better landscaping is needed around the pool, pavilion and picnic area.
- Parking is a problem when there is an event (emergency vehicles and garbage trucks cannot pass). It is estimated there could be 160 cars or more for an event.
- There are inadequate facilities for concessions, including not enough electrical outlets.
- It would be helpful to have more shade around the decking area.

It was also mentioned during the discussion that the Pavilion area also needs more electrical outlets, ceiling fans and water fountains.

Representatives of the Garden Club informed the Committee that there are 40 members. Usually 20-22 attend the monthly meetings held from September to May. The Garden Club meets in members' homes rather than at Voigt Center. Garden Club representatives listed the following needs:

- The entrances to Hollywood Park are not attractive and need to be beautified.
- Sidewalks and/or trails are needed for walking.
- Landscaping at Voigt Center needs to be improved.

The Hollywood Park Women's Club has 115 dues-paying members. Monthly meetings are held at Voigt Center with 25-30 attending. Monthly Board meetings average 10 members. In addition:

- Halloween Party usually has 700 people.
- Easter Egg Hunt usually has 300-400 children.
- Santa Party usually has 300-400 people.
- Sidewalks would be supported by the Women's Club.

No official representing the Scouts was at the meeting, but a Scout Mother reported to the Committee that the local Troop has 100 scouts, and a den of Cub Scouts meets at the Voigt Center on Sunday afternoons.

Survey Results

The Parks and Recreation survey included an extensive list of recreation activities that were to be ranked in order of importance. Respondents were provided a space to place a number from 0-9, (with 9 being the highest) ranking each activity for their household. The top 15 activities were walking, swimming, wildlife observation, bicycling, picnicking, playground play, dog walking, running/jogging, viewing public art, basketball, jungle gym, arts & crafts, tennis, senior games and aerobics. Following is a summary of the results for this question from Table 3.

- Walking is important to 83% (981 households)
 - (77% (910) as high importance, 6% as medium to low importance)
- Swimming is important to 66% (780)
 - (59% (697) as high importance, 7% as medium to low importance)
- Wildlife observation is important to 59% (697)
 - (49% (579) as high importance, 10% as medium to low importance)

- All “trail” activities (walking, bicycling, running and dog walking) were rated as having high importance (over 40%, or 473 households)
- Basketball is important to 37% (437)
 - (30% (355) rank basketball of high importance)
- Other activities ranked as important by over 30% (355) of responding households are
 - Public art, Picnicking, Playground, Jungle Gym, Aerobics, Senior Games and Tennis

Table 3

Hollywood Park Survey Results
RANKING OF TOP 15 RECREATION ACTIVITIES BY IMPORTANCE*

| Recreation Activity | Nbr of HH w/High Importance | Pct of HH w/High Importance | Nbr of HH w/Medium Importance | Pct of HH w/Medium Importance | Total Households | Percent of Households Responding |
|---------------------|-----------------------------|-----------------------------|-------------------------------|-------------------------------|------------------|----------------------------------|
| Walking | 156 | 77% | 12 | 6% | 168 | 83% |
| Swimming | 119 | 59% | 14 | 7% | 133 | 66% |
| Wildlife Obser. | 99 | 49% | 20 | 10% | 119 | 59% |
| Bicycling | 85 | 42% | 20 | 10% | 105 | 52% |
| Picnic | 90 | 44% | 17 | 8% | 107 | 53% |
| Playground | 75 | 37% | 11 | 5% | 86 | 42% |
| Dog Walking | 78 | 38% | 9 | 4% | 87 | 43% |
| Running/Jogging | 77 | 38% | 11 | 5% | 88 | 43% |
| Public Art | 49 | 24% | 26 | 13% | 75 | 37% |
| Basketball | 61 | 30% | 15 | 7% | 76 | 37% |
| Jungle Gym | 54 | 27% | 12 | 6% | 66 | 33% |
| Arts & Crafts | 65 | 32% | 25 | 12% | 90 | 44% |
| Tennis | 58 | 29% | 19 | 9% | 77 | 38% |
| Senior Games | 47 | 23% | 13 | 6% | 60 | 30% |
| Aerobics | 54 | 27% | 20 | 10% | 74 | 36% |
| Trails | | | | | | |
| Walking | 156 | 77% | 12 | 6% | 168 | 83% |
| Bicycling | 85 | 42% | 20 | 10% | 105 | 52% |
| Dog Walking | 78 | 38% | 9 | 4% | 87 | 43% |
| Running/Jogging | 77 | 38% | 11 | 5% | 88 | 43% |

* Based on the number of Hollywood Park households (HH) responding to the survey by July 26, 2002.

Activities were rated in importance to the household on a scale from 0 to 9, with 0 being Not Important.

High Importance = households that rated the activity 5 or higher

Medium Importance = households rated that the activity activity lower than 5

Source: Town of Hollywood Park survey questionnaire, July 2002

The survey also included questions regarding vacant lot acquisition; trail development in drainageways, sidewalks and pocket parks. Positive responses to these questions ranged from 75% supporting sidewalks or bicycle lane development along some streets, to 81% supporting trail development in drainageways. This reflects significant favorability and support of these possibilities.

As the Committee was considering whether or not to conduct the survey, they were concerned that a small response rate of less than 6% would leave them with inadequate information because establishing the needs must be based on sound analysis of the best available information. The 22% response rate gave credence to the survey results as being representative of the needs of the community.

Description of Committee Approval of Parks Master Plan and Priority Needs

The proposed Parks Master Plan represents an emphasis on improving and maintaining existing facilities, developing a community walking trail system, developing a second small neighborhood park and several small pocket parks for better geographic distribution of facilities. All of the parks and facilities are proposed to be connected by the trail system.

In meeting on almost a weekly basis from mid-June to mid-September, the Committee became very familiar with all the research materials prepared during the process. Committee reviews of these materials was according to the following schedule during the summer of 2002:

- June 17 – Committee organized and reviewed the Scope of Work for the Parks Master Plan and guidelines from the Texas Department of Parks and Wildlife.
- June 19 – Discussed the Scope of Work, reviewed and discussed the proposed survey, and established a schedule and subject matter for meetings to prepare the Parks Master Plan
- June 25 – Reviewed and discussed demographics and preparation of park and recreation standards.
- July 9 – Held general information meeting for Town residents, discussed and received input regarding park, recreation and facility needs, and modified the questionnaire.
- July 11 – Met with special groups and informed those present of the plan process, discussed and received input regarding park, recreation and facilities needs with special groups.
- July 16 – Finalized Committee membership, held preliminary discussion of proposed projects for the 2002-03 Town budget and adjourned to attend Council meeting to give a PowerPoint presentation of the plan process and park & facility possibilities.
- July 30 – Reviewed survey results, comments from survey, park facilities inventory and Assessment of Facilities.
- August 6 – At this meeting, the Committee concentrated on preparing a list of projects to be submitted to City Council for the 2002-03 budget.
- August 13 – Reviewed Park and Facility Assessments, Parks and Open Space Classifications, Comparison of Standards and adopted the Hollywood Parks Standards. Reviewed “Perceived Park and Recreation Needs” compiled from survey comments and from meetings with groups. Developed the Committee’s preliminary list of needs. A draft of Goals and Objectives was distributed to the Committee for review.
- August 20 – Reviewed and edited the matrix: “Parks Master Plan Priorities” to be prioritized.
- August 27 – Reviewed and adopted Goals & Objectives and established priorities for Master Parks Plan and Priority Needs.
- September 10 – The Committee reviewed a draft of the Parks Master Plan Report.
- September 24 – The Committee reviewed and adopted the Parks Master Plan and voted to forward to the City Council.

The Committee recommended that City Council hold a Public meeting on the Parks Master Plan and Priority Needs and adopt the Parks Master Plan by City Council resolution or ordinance and submit it to the Texas Department of Parks & Wildlife for review and then submit an application for a Recreation Grant prior to the November 30 deadline.